



## PRESS RELEASE

### BALI RESORTS POLISH FACILITIES FOR TOURISM REBOUND

**BALI, INDONESIA, December 3, 2003**—Bali saw its first gain in 12 months as tourist arrivals rose 18 percent in October, over the same month last year, according to the Central Statistics Bureau. October marked the first anniversary of the terror attack in Bali, and hopefully tourism “recovery”. Travel warnings, concerns over Severe Acute Respiratory Syndrome and the Iraq war depressed arrivals in 2003, but did not depress hospitality industry development.

Optimistic remains rife that tourism will rebound on the island named “Asia’s Favorite Holiday Spot” for three consecutive years by TIME magazine readers. Investment in refurbishments, renovations and embellishments help polish facilities for this rebound.

Casa Grande Bali recently surveyed its hotel members for a round up of “what’s new and improved” in the island’s hotel sector. Casa Grande Bali is a professional association of 53 star-rated hotels and resorts in Bali. Its members represent more than 12,000 hotel rooms and 18,000 employees. The survey says:

**The Bale** boutique resort added the full-service Sanctuary Spa with “Masters in Residence” programs for traditional healing seminars and therapy. The new Spa Café serves healthy fare while an open-air bar will be added in March to Faces Restaurant on the pool level.

**Bali Hilton International** spent US\$3 million to convert the Ayodya Club into The Ayodya Palace, a 75-room “hotel within a hotel”, with six room categories and an exclusive spa. Octopus Pub is reconfigured with a new menu, antipasto bar, children’s entertainment area and live entertainment.

**Conrad Bali Resort & Spa** opens 313 rooms and suites and 20 private villas with pools—on 15 acres in Tanjung Bena, early in 2004. Facilities include three dining outlets; an extensive spa and fitness club; tennis; lagoon pools; watersports, kids’ club, broadband internet access; club rooms and lounge and a 531 sqm ballroom.

**Discovery Kartika Plaza Hotel Bali** added six new two-bedroom boutique villas with private pools, the only beachfront villas in South Kuta. The new @ Break Business Center offers broadband Internet; online conference management systems for delegate registration and instant database updates for conference organizers; Wi Fi conference communications; personal office and conference equipment rentals.

**Grand Hyatt Bali** refurbished all of its swimming pools—the 120 m Lagoon Pool, 85 m River Pool, Grand Club private club pool—with added waterbeds, plunge pools, Jacuzzis and landscaping.

**Hard Rock Hotel** adds another meeting room to its portfolio. The Fillmore room was first used as the Australian Government’s media center for the October commemoration events.

**Melia Bali Villas & Resort** recently completed long-overdue, contemporary renovations to Superior Rooms and Junior Suites. Executive Suite and Garden Villa renovations will be complete in March, with a Family Room Category added.

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**Nikko Bali Resort & Spa** adds “Canopy Deluxe Beach Front” as a honeymoon room category with romantic canopy bed, wide balcony, private sun bathing and private in-room dining overlooking the Indian Ocean. Two new luxury spa villas (total of 8 villas) provide spa treatment in the Tranquility Center with five spa rooms, beauty salon, fitness center, sauna, steam rooms and Jacuzzi.

**Hotel Padma Bali** recently completed its two-year renovation program to guest rooms, adding the Bella Rosa Italian Restaurant and Garden Club Lounge, executive club lounge for Garden Deluxe and Chalet Suite room guests.

**The Patra Bali Resort and Villas**—The former LTI Patra Jasa, rebranded under new identity. Complete renovations reposition the property as a resort and villas with five-star plus facilities and service.

**Raddin Sanur Bali** is closed to reconfigure 184 rooms with all new furnishings. All pools will become infinity edged, with the pool bar and restaurant updated. The 500-seat ballroom will be retrofitted with soundproofing and audiovisual systems, with two breakout rooms added. Most significant is “DeLounge” for early check-outs with late flights. Equipped with showers, lockers, lounges, audio-visual, games and Internet, this is a first of its kind for Bali. Managed by Accor hotels, the resort reopens in July as a Mercure or Novotel property.

**The Ritz-Carlton, Bali Resort & Spa** opened a cliff-side, glass and water-themed Wedding Pavilion, overlooking the ocean. The 75sqm air-conditioned interior seats 40 with an antechamber for functions or private dining and a pre-wedding villa. The resort adds Wi Fi access in all public areas and plans additional private villa accommodations mid-year.

**Hotel Santika Beach Bali** completes renovations in June, repositioning the property as semi-boutique. The lobby and restaurant are redesigned; guest rooms are modernized with minimalist design, accented with local artifacts and textiles and bold colors.

**Hotel Sanur Beach** has renovated the lobby and reception, adding dedicated service counters. The Wantilan meeting hall is now fully air-conditioned, increasing seating capacity to 1,000.

**Sanur Paradise Plaza Hotel** and **Sanur Paradise Plaza Suites**, the former Radisson Bali Hotel and Radisson Bali Suites, have re-branded under Prime Plaza Hotels & Resorts management. All rooms are upgraded with electronic locking systems. The ballroom adds Sanur’s first portable projection screen and multi system video LCD projectors.

**The Westin Resort, Nusa Dua**, reflagged this month, the Sheraton Nusa Indah Resort underwent US\$4.5 million in refurbishment, adding Heavenly Beds, Westin Service Express, the Westin’s Kids Club and full room refitting with high-speed Internet access in all guest rooms and Wi Fi in all public areas.

*Casa Grande is a professional association of star-rated hotels and resorts in Bali.  
Members include general managers from more than 50 hotels and resorts,  
representing more than 12,000 hotel rooms and 18,000 employees in the Bali hotel sector.*

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